



WXYZ

ORDER

Print Date 10/02/12

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Flight Dates **10/02/12-10/08/12**

Contract / Revision **313346 /**

Original Date / Revision
09/28/12 09/28/12

Advertiser **Michigan Democratic State (**

Agency **Three Point Media**

Buying Contact

**1322 G St, SE
Washington, DC 20003**

Product
MDSCC-SC

Agency Com 15%

Billing Contact
**1322 G St, SE
Washington, DC 20003**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **396**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 28% Market Value 25714

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	25%	6428
WDWB	%	0
WJBK	25%	6428
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	22%	5657

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	8	\$6,120.00	\$7,200.00	0.00
Totals	8	\$6,120.00	\$7,200.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/08/12	8	\$6,120.00	\$7,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/02/12	10/02/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	-T-----	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$2,000.00		0.00			
N 2	WXYZ	10/02/12	10/05/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	-TWTF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$800.00		0.00			
N 3	WXYZ	10/08/12	10/08/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WXYZ

Print Date: 10/02/12

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Contract / Revision **313346** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/28/12/ 09/28/12

Order Sep 00:20:00

Advertiser **Michigan Democratic State** Product **MDSCC-SC**

Estimate # **396**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	10/08/12	10/08/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	M- - - - -	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M- - - - -					1	\$800.00		0.00			
N 4	WXYZ	10/08/12	10/08/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	M- - - - -	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M- - - - -					1	\$800.00		0.00			
N 5	WXYZ	10/08/12	10/08/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	M- - - - -	:30	1	\$400.00	FX	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M- - - - -					1	\$400.00		0.00			
Totals														8	\$7,200.00